


## CLAIMS

What is claimed is:

1.  A method of virtual prospecting comprising;  
an advertiser manually selecting an individual prospect and an individual  
commercial, and identifying the selection to a third party;  
the third party electronically communicating the commercial to the prospect;  
the prospect making a response to the commercial;  
the third party tracking the response; and  
the third party reporting back to the advertiser with information relating to the  
response to the commercial.
2. The method of claim 1 wherein the step of narrowly selecting a prospect comprises  
the advertiser selecting the prospect from a prospect list.
3. The method of claim 1 wherein the step of narrowly selecting includes the  
advertiser selecting the commercial from a list of available commercials.
4. The method of claim 1 wherein the commercial is an executable file.
5. The method of claim 1 wherein the commercial includes an identification code.
6. The method of claim 1 wherein the commercial is communicated to the prospect as  
an attachment to an e-mail.
7. The method of claim 1 wherein the commercial includes a hyperlink to a web site.
8. The method of claim 1 wherein the step of tracking includes determining whether a  
commercial is opened.
9. The method of claim 1 wherein the step of tracking includes initiating a  
substantially synchronous link between the prospect and the agent.

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10. The method of claim 9 wherein the substantially synchronous link comprises a telephone call.
11. The method of claim 9 wherein the substantially synchronous link comprises a chat site.
12. The method of claim 1 wherein the step of reporting back includes providing the advertiser with a sorting of prospects by action.

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